ATARI DEVELOPMENT PARTNER NEWSLETTER

December 1989

The very first thing I'd like to do is to thank all the developers who have hung in there with us through the tough times. Also, since this newsletter was distributed at Comdex, another note of thanks for being there and putting up with the Comdex zoo.

As the old song goes, "the times they are a-changin'...." We've been listening to your concerns as well as studying other developer programs to give you what you need to succeed. The most fundamental thing that we're changing is how we work with you. Simply, we are partners in this endeavor, and we are going to treat you as such. Now on with the details.

The major issue facing developers today is sales, which is mostly rooted in channel of distribution problems. So we are going to do something about that now.

Any registered developer (more on this later) who is shipping a product will be able to get the following:

- ■ A complete listing of all registered owners.

- ■ A complete listing of all dealers.

- ■ A monthly update with all new owners and quarterly updates of dealer listings.

This information will be delivered via diskette (ASCII, comma delimited)! So, use whatever database you want. And last, but not least, we'll gather some demographic information about the customer so that you can target your mailings. Please tell us what information you'd find useful.

To enhance owner registration, and increase the return on your advertising dollars, we've arranged something special with four of the major magazines (*STart*, *Atari Explorer*, *ST Informer*, and *ST World*) that will provide a free 3-month

subscription with all of the magazines for registering with Atari. Finally, we'll work with software developers, magazines, user groups, online services, etc., to update the list to make it as current and useful as possible.

On another issue, effective immediately, all registered ST™ developers will be able to buy their ST development equipment at 50 percent discount from retail.

ANNOUNCING THE NEW DEVELOPER PROGRAM

Antonio Salerno
VP Applications

Since this is a partnership, you have to do your part. To be a registered developer (and receive all the above services) will require the following:

- ■ You must re-register and sign the new non-disclosure annually.

- ■ Maintain your Softsource™ listing (see **Announcing Softsource**).

- ■ Provide a disabled version of your product.

- ■ Provide a demo file to "exercise" the disabled version.

- ■ Provide Atari with three copies of your package with automatic updates.

ANNOUNCING SOFTSOURCE

Softsource is the way in which you'll be able to get your software into every dealer and be able to properly demonstrate it.

It begins with a database listing that will allow any end-user to search by type, by name, by price, etc., all with an easy-to-use front-end that allows a novice to point the mouse and click to make selections.

It's then followed up by having the database online so that each developer can keep it current with revision numbers, price, features, hardware required, etc. Followed by putting both the disabled software version and its "exercise" file also online.

And finally we will put the database, the user-friendly database application, the disabled version of the software, and its "exercise" file onto a CD ROM and put it in every dealer's store.

NEW TOS DEVELOPMENT MANAGER: CHARLES CHERRY

Charles needs no introduction to most of you. But for those who don't know, Charles has been the Product Manager for *Antic*, giving him a wide perspective on both technical and marketing issues. He is a fervent ST "crusader" and will bring all his experience, enthusiasm, and new ideas to bear for you.

The Changing Times

Charles Cherry

Welcome to the new Atari Developer's Newsletter and the revived Developers' program. Much has happened at Atari in the last six months to prepare the way for a real partnership between Atari and the Developers. I've come on board to oversee that partnership.

Many of you already know me I've been active in the Atari community since the beginning. You know me as a writer, programmer, developer, and all-around Atari enthusiast. I'm here because Atari is finally ready to provide serious help to Developers. I'm going to make sure that it's the right kind of help and that everyone benefits from it.

SALES SOLUTIONS

The first and most critical problem is sales. You need to find customers for your products. We know where those customers are and we're going to tell you. We are providing you with the mailing lists of Registered Atari Owners and Dealers. This is a radical idea, but it gives you the most powerful selling tool available. It also addresses a widespread problem in the changing computer market.

The slow sales of Atari computers have exacerbated and, at the same time, concealed this problem. In the last couple of years a new kind of computer buyer has come onto the scene. This is the purchaser of the computer-appliance. These buyers expect to do only one thing with their computer; they are not looking for other applications. They don't read the magazines, they don't join User Groups, they don't go on-line. They don't realize that they bought a general purpose tool that can improve their lives in many ways.

The Atari Customer Mailing List lets you reach these customers, new customers, who have not yet heard of you. And there are lots of them. The slowness of Atari computer sales is a relative thing. There have not been enough sales to make the

software market easy pickings, but there are enough new machines each month to support Developers who understand these new owners and can reach them. If a product sells to just 10 percent of the new computers sold each month, it will be a success. I know a couple of products which continue to sell to about 5 percent, and the Developers are very happy with them.

REACHING THE NEW CUSTOMER

There's a big education job to do here. These new owners may not understand the potential of their machines. Keep that in mind as you approach these new customers. Remember the marketing fundamentals: Who is my customer? What benefits can my product give to him or her?

We don't expect you to do the education job alone. We want to introduce our customers to the whole exciting universe of Atari. To that end, we are initiating programs to give every new Atari Computer customer free subscriptions to ALL the Atari-specific magazines. These magazines do a fabulous job of stirring up excitement about the capabilities of the computers. These new subscriptions also guarantee that your advertising dollars will reach the new owners during the crucial first six months of ownership.

BE VISIBLE

The Atari Softsource is another new and powerful marketing initiative. This database describes all of the software and hardware products available for the Atari, including yours. Best of all, you maintain the listings for your own products. You insure that they are accurate, up-to-date, and that they show your products in the best light. The Atari Softsource will be available on-line and in the dealers' showrooms. It will be updated continuously on-line and quarterly for the dealers.

WHEN IN DOUBT, DEMONSTRATE

Two vitally important marketing tools which have been overlooked by many Developers are the disabled demo version and the self-running demo. It is critical that you prepare these for each of your products. We can help you with this. We have the Switzerland demo-making software for you. If you don't have this software yet, call Gail Johnson (408-745-2568) today and get a copy. We're compiling these demos. We'll distribute them on CD-ROMS to dealers, user groups, the press, etc.

OUR FUTURE TOGETHER

Other programs under development include help with foreign translation of your programs and help finding overseas distributors for your products.

That's a brief outline of the immediate things we're doing to help you sell your products. In the next Issue I'll talk about other programs to bring you faster, more accurate technical and marketing information, provide hardware and software at realistic prices and provide communication channels between you and other developers.

I welcome suggestions, comments, and criticism. Feel free to give me a call at 408-745-2082.

LATE FLASH! MULTI-TASKING

Atari will be endorsing a multi-tasking standard. This will allow several programs to run at the same time passing information through a clipboard. Complete details in the next newsletter.

Atari Developers
News–Bits and Bytes

ATARI DEVELOPERS' RESOURCE EXCHANGE

Registered Atari developers can use this newsletter as a resource referral and exchange medium. Programmers looking for a publisher, publishers looking for a programmer, someone looking for an obscure reference work, all can reach the other developers here. Developers who want to recycle excess hardware, or make special offers to other developers, this is the place. An excellent example is the incredible Moniterm offer in this issue.

This is not the place to advertise your products or publicize specials for the general public. This is for when you want to talk only to other developers. We will exercise editorial judgement to make sure the Exchange is not being abused.

Call Gail Johnson at 408-745-2568 if you want to place a listing in the Atari Developers' Resource Exchange.

SPECIAL MONITERM MONITOR OFFER

Moniterm Corporation has offered Atari developers their superb 19" monochrome monitors for less than $600 (regular price is $2000). The monitors have been used for internal testing and may have slight cosmetic flaws. The controller boards are brand new. Both have the standard Moniterm 30 day warranty. These units require a MEGA™ computer with Rainbow TOS™. There are only 50 available, so call Mike Evangelist at Moniterm Corporation at 612-935-4151 to reserve yours.

IN MEMORIAM

Atari Corporation survived the recent earthquake relatively unscathed, but the Atari Community at large was not so lucky. John J. Anderson, an Atari enthusiast, died in San Francisco when a building collapsed on his car. His contributions to us over the years were immense and we will all miss him.

HOW TO FIND OUT WHAT YOU NEED TO KNOW

It's no secret that many developers have friends within Atari to whom they go to get their questions answered. Others don't know where to go for help. As part of the Developers' Program revitalization, we want to clarify the communication channels. All technical questions should go to J. E. Patton (408-745-2135). All other questions should go to Gail Johnson (408-745-2568). J. and Gail will find the answers to your questions or direct your call to the proper person. Of course you can always call me, Charles Cherry (408-745-2082), but for most routine inquiries, I'll refer you back to J. and Gail.

ORDER HARDWARE NOW

Registered Atari developers are now eligible to get ST and TT™ computers and peripherals at half price, this does not include 8-bit and Portfolio™ products. You will need to complete your registration renewal to get these special prices. Call Gail Johnson (408/745-2568) to place your orders. She will process your orders for available products and place you on waiting lists for pre-release products. A price list will be in the next Newsletter.

IMPORTANT! RENEW YOUR REGISTRATION NOW

To participate in the new Developers' program, you must fill out the attached developers Reregistration form and Non-Disclosure Agreement and send them to:

> Atari Corporation
> 1196 Borregas Avenue
> Sunnyvale, CA 94089-1302
>
> Attention: Gail Johnson

WRITER AVAILABLE

Well-known Atari writer/journalist and former *STart* Magazine Programs Editor Heidi Brumbaugh has started her own consulting company. She's looking for writing and editing assignments, including program documentation, reporting, and technical writing. You can reach her at 415-821-6810 or you may leave a message at 415-861-6119.

FUTURE TOPICS

Next month we will be talking about the new multi-tasking standard for the Atari TOS computers. In February, we'll be discussing networking. Please give me a call (Charles Cherry 408-745-2082) if you are working in these areas.

UNIX™ AND YOU

As we wrestle with the question of which UNIX standard to embrace, we welcome your input. If you have suggestions, please submit in writing your preferred flavor and your preferred Graphical User Interface. Most important, tell us WHY you think your candidates are the best.